

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution
FROM: Karen Miller
SUBJECT: Camel Wides Fighter

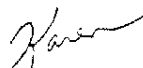
DATE: March 30, 1992

This is to propose that we consider developing a Bucks product as a fighter against Camel Wides. We could call it "Big Bucks". My rationale is that we know that Bucks can attract Camel smokers: the brand has the right "attitude" and the right blend to do this.

Since Karen Eisen is going to be doing some qualitative work on "Wides" over the next few weeks, we've asked Mark Walchak to do a computer comp of possible packaging to include for stimulus.

Distribution:

T. Garguilo
M. Mahan
R. Mikulay



cc:

D. Beran
F. Della Crosse
K. Eisen
M. Walchak

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